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Marketing Strategy Of Museum Timah Indonesia As An Educational-Historical Tourism In Pangkalpinang, Bangka Belitung Island Province

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Abstract

This research aims to identify the existing conditions of tourism in the Museum Timah Indonesia and propose a marketing strategy for the Museum Timah Indonesia as an edu-historical tourism in Pangkalpinang City. This study uses a qualitative descriptive approach and is supported by quantitative data. Data collection through observation, interviews, documentation and questionnaires. Data analysis uses qualitative descriptive, IFAS, EFAS, IE matrix and SWOT matrix. The results of the study show that the existing condition of tourism at the Museum Timah Indonesia shows quite positive developments and continues to increase in recent years both from tourist visits, attractions, service facilities, promotional information and in terms of management organization. Meanwhile, in terms of internal factors (7P), the Indonesian Tin Museum has ten key indicators in the form of strengths and weaknesses and external factors (PESTEL) has nine indicators in the form of opportunities and threats. In the SWOT analysis, eight alternative strategies were obtained, consisting of strategies (S-O) taking advantage of the diversity of collections and technological advances and using service quality to support policies, (W-O) developing personal selling through technological advances and increasing public involvement with government policy support, (S-T) increasing advertising to overcome economic conditions and utilizing employee attitudes in facing social changes, and strategies (W-T) improve physical facilities to cope with economic conditions and cultural values and improve security procedures to cope with social changes and cultural values.

Keyword: ***marketing strategy, 7P, SWOT***

INTRODUCTION

Tourism is a temporary travel activity that a person carries out from one place to another without the purpose of making a living, but for recreation, personal development, or learning

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the uniqueness of tourist attractions. According to Undang-Undang Number 10 of 2009 concerning Tourism, tourism is a trip carried out by a person or group for recreational purposes or personal development for a temporary period of time. Indonesia has a variety of tourist attractions, including natural attractions that have been recognized by local and foreign tourists. According to (Canton, 2021), historical tourism has experienced a significant increase compared to other types of tourism, such as cultural, religious, and heritage tourism, which adds to the richness of Indonesia's tourist destinations.

The Bangka Belitung Islands Province, one of the 38 provinces in Indonesia, has various cultural heritage assets that are historical tourist destinations, including the Indonesia Tin Museum. According to the Regulation of the Minister of Culture and Tourism Number: PM.13/PW.007/MKP/2010, several cultural heritage sites and areas in this province have been designated as historical tourist destinations. The Museum Timah Indonesia was established in 1958 and inaugurated in 1997. This museum stores mining products managed by PT. TIMAH (Persero) Tbk and has a vision to play a role in "Nation Character Building" as well as a mission as a means of education and harmonization of relationships between the company and the community.

The Museum Timah Indonesia received an award from the Indonesia Record Museum (MURI) in 2018 as the only tin museum in Indonesia and Asia, which is a special attraction for tourists if it is managed properly. The number of tourist visits to the museum varies, with an increase in 2022 and a decrease in 2023, indicating that Edu-History tourism is still less in demand than nature tourism. The Bangka Belitung Islands Province Tourism Development Master Plan 2016 – 2025 shows that beaches and natural tourism are still the main attraction for tourists, with a percentage of 56.12%. This shows the need for a better marketing strategy to increase tourist interest in visiting the Indonesia Tin Museum.

Nicholas (2023) stated that the marketing of the Museum Timah Indonesia has declined since the inauguration of the Museum Timah Indonesia in 2014. In addition, the museum does not yet have an effective marketing strategy to attract more visitors. Therefore, a thorough analysis of various viewpoints is required, including the strengths, weaknesses, threats, and opportunities that exist. With the right marketing strategy, the Museum Timah Indonesiais expected to be better known and attract more tourists to visit it.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is the logic of marketing, and based on that, a business unit is expected to achieve its marketing goals. A marketing strategy is basically a comprehensive, integrated and comprehensive plan in the field of marketing, which provides guidance on the activities that will be carried out to be able to achieve the marketing goals of a company. Kotler and Keller (2016) define marketing strategy as a mindset that will be used to achieve marketing

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goals in a company, which can be about specific strategies for the target market, positioning positions, marketing mix, and the amount of marketing spending.

Marketing strategy according to (Kotler et al, 2008) is a tool to achieve marketing goals which is a way how a company can seize the mind share of customers. Prasetio (2012) also stated that marketing strategy is a fundamental tool designed to achieve a company's goals by developing a sustainable competitive advantage through the market it enters, and the marketing program used to serve the target market. In marketing science, we know STP (Segmenting, Targeting, and Positioning). According to Kotler (2016) there are three elements in marketing strategy, namely segmentation, targeting, and positioning.

Museum

According to the Museum according to the Directorate of Museums (2007), the Museum is a permanent body, not depending on who owns it but must remain. Museums are not only a place of pleasure, but also for the sake of study and research. The museum is open to the public and the presence and functions of the museum are for the benefit and advancement of the community. A museum according to the International Council of Museums (ICOM) is a permanent, non-profit, serving society and its development, open to the public, acquiring, maintaining, connecting, and exhibiting artifacts related to human identity and its environment for study, education, and recreational purposes. Meanwhile, museums according to Government Regulation No. 19 of 1995 Article 1 paragraph (1) are institutions, places for storing, maintaining, safeguarding, and utilizing material evidence of human culture as well as nature and the environment to support efforts to protect and preserve the nation's cultural wealth (Rahardjo, 2011).

Museums are permanent institutions that aim to collect, secure, and exhibit the natural and cultural heritage of humans and their environment. Its functions include collection and security, documentation, conservation, education, and visualization of cultural heritage. The museum's goals include increasing the number of visitors, expanding education, and eliminating operational deficits. Museums can be differentiated based on the type of collection into general and special museums, and based on their position as national, provincial, or local museums.

Edu-Historical Tourism

Rodger (1998) explained that educational tourism is traveling especially in tourist areas with one of the goals being to get experience and education in a certain place visited. On the other hand, education can also be used as a way to increase the value of preservation in areas that have historical value, the impact of education can foster a level of awareness and even a level of desire to make something that is not good to be better. Education in conservation efforts requires interaction with the environment, this can foster a change in attitudes, and increase motivation to maintain environmental conservation (Dwijayanti et al, 2023).

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According to (Nugraha et al, 2015), educational tourism will be useful if tourists or tourists gain new knowledge and experience in addition to fun at tourist attractions. Edu-History Tourism is a tourism concept that emphasizes learning, experience and involves visiting certain places through the 3E (Environmental Factor, Enggagement and Exploration) principles to gain educational experiences both in the preservation of historical areas and in environmental preservation in order to change attitudes and perspectives in increasing motivation to protect the environment. The criteria for historical tourism attractions used are (1) Historical Value, (2) Authenticity, (3) Physical Condition and Maintenance and (4) Supporting Facilities.

Marketing Mix

In marketing, there is a marketing strategy called marketing mix which has an important role in influencing consumers to be able to buy a product or service offered by a company. The elements of the marketing mix consist of all the variables that the company can control to be able to satisfy the consumers. According to Kotler and Amstrong (2014) "Marketing mix is good marketing tool is a set of products, pricing, promotion, distribution, combined to produce the desired response of the target market". From this definition, it can be concluded that the marketing mix is a good marketing tool in a company, where the company is able to control it so that it can affect the response of the target market. The definition of the 7P according to Kotler and Amstrong (2016) is product, price, Place, Promotion, Physical Evidence, People and Process.

METHOD

This research uses a qualitative approach. The qualitative approach describes the actual phenomena that occur in the field systematically. to obtain information or a clear picture of the current situation. Data collection in qualitative research was carried out by observation, in-depth interviews, documentation and questionnaires related to this research. The data analysis used includes data reduction, IFE and EFE matrices, IE matrices and SWOT matrices to develop alternative strategies proposed in the marketing of the Museum Timah Indonesia as an edu-historical tourism in Pangkalpinang City, Bangka Belitung Islands Province.

RESULT

Existing Conditions of Tourism at the Indonesia Tin Museum

Tourist

The characteristics of tourists who visit the Museum Timah Indonesia are very diverse. Most tourists are students and students who come for educational purposes, learning about the history and technology of tin mining. In addition, the museum also attracts general tourists who are interested in local history and geology enthusiasts. Business tourists also often visit this

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museum in the context of working visits or comparative studies related to the mining industry. The demographic characteristics of tourists, such as age, educational background, and interests, greatly influence how the museum develops the programs and exhibits it offers. The characteristics of tourists who visit the Museum Timah Indonesia can be seen in Table 1.

Table 1. Characteristics of Tourists by Region of Origin

No	Tourist Origin	Number of People	Presented
1	Domestic Tourist	60	60 %
2	Foreign Tourist	40	40 %
Total Number		**100**	**100 %**

Source: Manager Archives, 2024

Furthermore, the demographic segmentation of the age characteristics of tourists who visit the Museum Timah Indonesia is dominated by generation Z with the age of 15-25 by 60 percent and generation Y (age 26-35) by 30 percent, and generation X (age over 36+ years) by 10 percent. This shows that tourists are mostly Generation Z who dominate young people such as students and students.

Table 2. Characteristics of Tourists by Age

No	Age	Presented
1	15-25	60 %
2	26-35	30 %
3	>36	10 %
Total Number		**100 %**

Source: Manager Archives, 2024

Attraction

The Tin Museum of Indonesia offers a variety of interesting and educational attractions for tourists Attractions that tourists can do are designed to provide in-depth insight into the history of tin mining, the technology used, and its impact on social and economic development in Indonesia. Here are some of the main attractions found at the Museum Timah Indonesiaincluding; Historical Exhibition Room, Replica of Tin Mine at Sea, Mining Technology Exhibition, Education and Multimedia Room and Photo and Art Gallery.

Facilities and Services

The Museum Timah Indonesia provides a variety of facilities and services to ensure the comfort and satisfaction of tourists. The following are some of the facilities and services available at the Museum Timah Indonesia can be seen in Table 3.

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Table 3. Facilities and Services of the Indonesia Tin Museum

Type	Information
Facilities	Photo and Art Gallery, Souvenir Shop Parking Area, Meeting Room
Service	Tourist Information Center Security System, Wifi Area

Source: Data Result, 2024

Information and Promotions

The Museum Timah Indonesia is active in providing information and promotions to attract more tourists and raise awareness of the importance of the history of tin mining in Indonesia. Through various communication channels, the Museum Timah Indonesia strives to convey complete information about the collections, events, and facilities available. The information is disseminated through social media and brochures available in various strategic places in Pangkalpinang. Promotion is also carried out through collaboration with schools, universities, and local communities to hold educational events, seminars, and workshops. These programs not only interest students and academics, but also the general public who want to learn more about the history and technology of tin mining. Additionally, the Museum Timah Indonesia often hosts temporary exhibitions and special events that focus on specific themes, providing an ever-fresh and engaging experience for tourists.

Active participation in tourism exhibitions and cultural events, both at the local and national levels, is also part of the promotion strategy of the Indonesia Tin Museum. Through attendance at these events, the museum can introduce its identity to a wider range of potential tourists and attract tourists from various regions. This effective promotion aims to make the Museum Timah Indonesia a must-have destination for anyone interested in the history, culture, and tin industry in Indonesia.

Organization and Policy

The Museum Timah Indonesia is an institution that manages and exhibits the history of tin mining in Indonesia, especially in Bangka Belitung. This organization has a structure consisting of several parts to carry out its functions effectively. The following is an overview of the vision, mission, and organizational structure at the Indonesia Tin Museum.

Table 4. Vision and Mission of the Indonesia Tin Museum

Vision	Mission
1. Participating in running the National program in fostering "Nation Charater Building", educating the nation.	1. As a means of education for the Company's human resources.

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	2. As a means of harmonizing the relationship between the Company and the Community; be part of the Community Social Responsibility (CSR) program.
Purposes	Direction
1. Fulfilling the historical-academic responsibilities of the Indonesia mining world in particular, and the mining world in general. 2. As a form of participation in the development of the Pangkalpinang City area in particular and Bangka Belitung Province.	1. Be part of the National and International museum community.

Source: Archive of the Management of the Indonesia Tin Museum, 2024

The purpose of the vision and mission of the Museum Timah Indonesia is to be part of national and international museums that have a history of mining. In addition to the vision and mission, the Museum Timah Indonesia also has an organizational structure to carry out activities in accordance with certain goals. The organizational structure of Timah Indonesia can be seen in Figure 1.

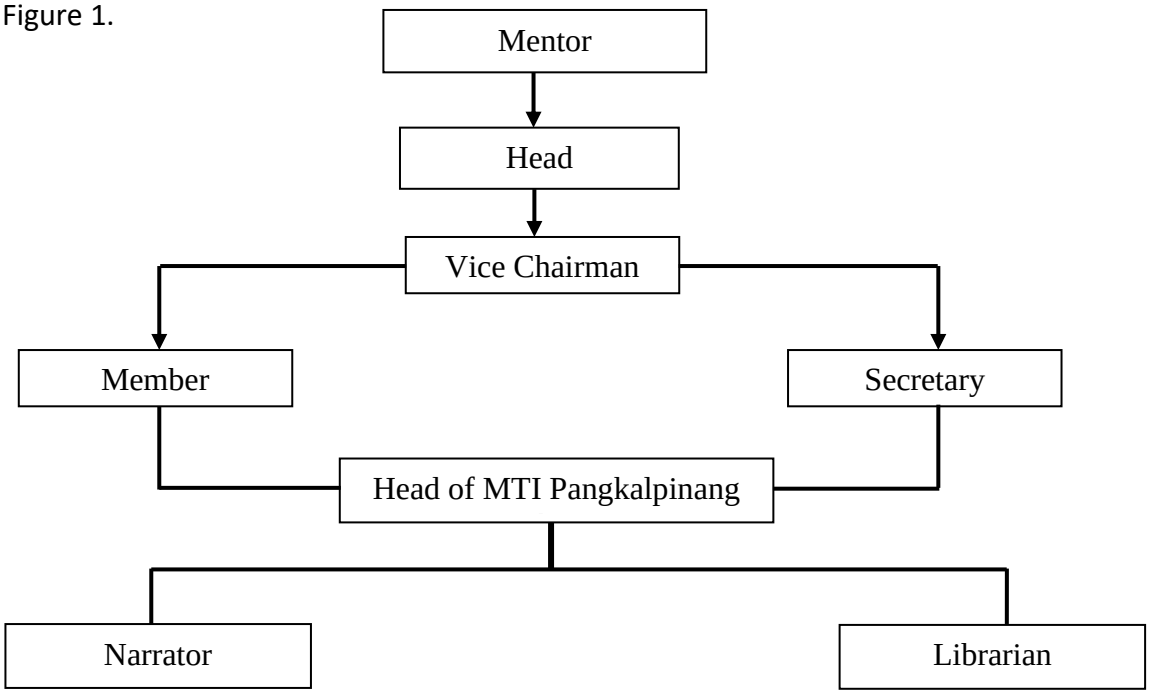


Figure 1. Organizational Structure of the Indonesia Tin Museum

Source: Manager Archives, 2024

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Internal Factors and External Factors of Marketing of the Indonesia Tin Museum

Formulation Internal Factor Analysis Summary

The rating of the internal environmental variable indicator was obtained through the perspective of respondents totaling 93 (ninety-three) tourists who had visited the Museum Timah Indonesia as representatives for the analysis stage. Regarding the questionnaire that has been distributed, it can be seen that each respondent gives a different value and gets the same rating on each indicator, then the mean of each rating will be sought. Based on the results of the analysis of the rating calculation, several indicators can be identified that are the internal strengths and weaknesses of the Indonesia Tin Museum. The indicator can be seen in Table 5.

Tabel 5. Internal Factor Evaluation Matrix Museum Timah Indonesia

NO	Internal Strategic Factors	WEIGHT	RATING	SCORE
STRENGTH				
1	Diversity of collections, uniqueness, attractiveness, and informative.	0.14	4.00	0.56
2	Service quality of the Museum Timah Indonesia.	0.12	3.45	0.41
3	Ticket Levy Exemption.	0.13	3.67	0.48
4	Advertising.	0.11	3.34	0.37
5	Access and Location of the museum.	0.13	3.70	0.48
6	Employee attitude in providing services.	0.12	3.40	0.41
WEAKNESS				
7	Personal Selling.	0.07	2.02	0.14
8	Local Community Involvement.	0.07	2.18	0.15
9	Physical Facilities of the Museum.	0.04	1.10	0.04
10	Safety Procedures.	0.08	2.30	0.18
	IFE TOTAL			**3.23**

Source: Data Result, 2024

Formulation External Factor Analysis Summary

After the internal environmental analysis, the external environmental analysis was also preceded by a review of the indicators of external strategic environmental variables carried out by resource persons totaling 5 (five) people from inside and outside the management of the Indonesia Tin Museum, including the Pangkalpinang City Tourism Office, the Head of the management of the Indonesia Tin Museum, and academics in Pangkalpinang City. Based on the results of the analysis of the rating calculations that have been carried out, several indicators can be identified that are opportunities and external threats from the Indonesia Tin Museum.

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The indicators can be seen in Table 6.

Tabel 6. External Factor Evaluation Matrix Museum Timah Indonesia

NO	External Strategic Factors	WEIGHT	RATING	SCORE
OPPOURTUNITY				
1	Government Policy.	0.13	3.30	0.43
2	Technological advances and developments.	0.16	4.00	0.64
3	Community concern for environmental issues.	0.15	3.62	0.54
4	Climate Crisis.	0.14	3.36	0.47
5	Changes in legal policy.	0.13	3.21	0.42
THREAT				
7	Current Economic Conditions.	0.10	2.52	0.25
8	The dollar against the rupiah.	0.11	2.75	0.30
9	Social Change and Cultural Values.	0.07	1.83	0.13
	EFE TOTAL			**3.18**

Source: Data Result, 2024

Marketing Strategy of the Museum Timah Indonesia as an Edu-Historical Tourism in Pangkalpinang City

Grand Strategy (IE Matrix) Marketing of the Indonesia Tin Museum

Based on the calculation results of the IFAS and EFAS matrices that have been given weights, ratings and have a weighted average score, then it will then be combined into the internal and external matrices. IFAS weight score on the X axis and EFAS weight score on the Y (Ridla, et al., 2024). This matrix is used to determine the position of the Museum Timah Indonesia so that it can be used to determine the appropriate grand strategy to be recommended to the Indonesia Tin Museum. The total IFAS score is 3.23 and the total EFAS score is 3.18 which puts the position of the Museum Timah Indonesia in cell I (one). The position of the Museum Timah Indonesia can be seen in Figure 2.

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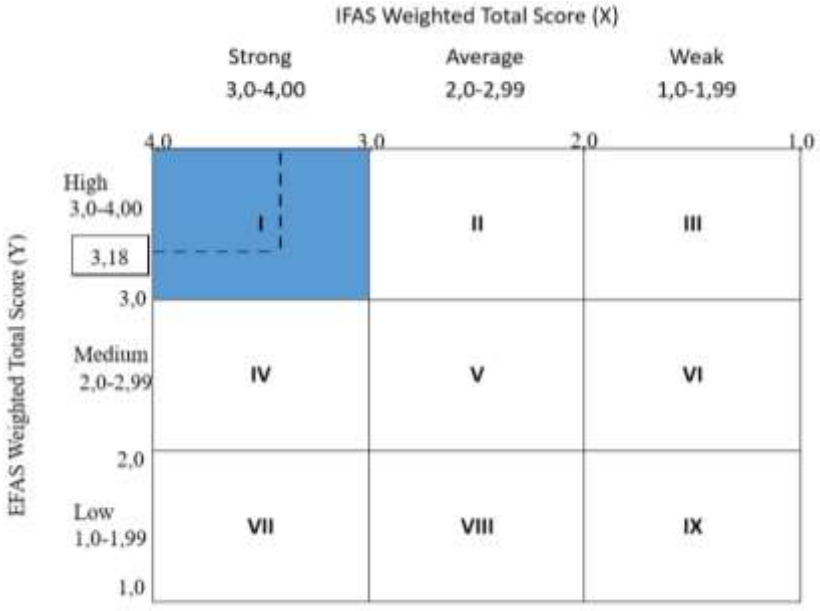


Figure 2. Matrix of IE Museum Timah Indonesia

Source: Data Results, 2024

The position on the IE matrix shows that the Museum Timah Indonesia is in a strong and high internal and external position. The strength factor that can cover the shortcomings owned by the Museum Timah Indonesia There are 6 strengths that can be maximized for the marketing strategy of the Museum Timah Indonesia as an edu-historical tourism in Pangkalpinang City, which includes the diversity of collections, uniqueness, attractiveness, and informative, the quality of the service of the Indonesia Tin Museum, the price of entrance tickets is proportional to the facilities and experiences provided, advertising, access and location of the museum and employee attitudes in providing services.

Alternative Strategy (SWOT Matrix) Marketing of the Indonesia Tin Museum

The SWOT matrix in this study is compiled based on the results of the identification of the internal environment and the external environment in the form of strengths and weaknesses owned by the Museum Timah Indonesia and as well as the opportunities and threats faced by the Indonesia Tin Museum. The SWOT matrix analysis then produced four types of alternative strategies, namely the S-O (Strength – Opportunities) strategy, the W-O (Weakness – Opportunities) strategy and the S-T (Strength – Threats) strategy. The resulting strategy from the SWOT matrix can be seen in Table 7.

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Table 7. SWOT Matrix Analysis of the Museum Timah Indonesia

IFAS / EFAS	Strengths	Weaknesses
	1. Diversity of collections, uniqueness, attractiveness, and informative 2. Service quality of the Museum Timah Indonesia 3. Ticket Levy Exemption 4. Advertising. 5. Access and Location of the museum 6. Employee attitude in providing services	1. Personal Selling 2. Local Community Involvement 3. Physical Facilities of the Museum 4. Safety Procedures
Opportunities	**S-O Strategy**	**W-O Strategy**
1. Government Policy 2. Technological advances and developments 3. Community concern for environmental issues 4. Climate Crisis 5. Changes in legal policy	1. Utilizing the Diversity of Collections and Technological Advancements 2. Using Quality of Service to Support Government Policy	1. Developing Personal Selling Through Technological Advancements 2. Increasing Local Community Engagement with Government Policy Support
Threats	**S-T Strategy**	**W-T Strategy**
1. Current Economic Conditions 2. The dollar against the rupiah 3. Social Change and Cultural Values	1. Improving Advertising to Address Economic Conditions 2. Utilizing Employee Attitudes in Facing Social Change	1. Improving Physical Facilities to Address Economic Conditions and Cultural Values 2. Improving Safety Procedures to Address Social Changes and Cultural Values

Source: Data Results, 2024

In making a strategy or plan in this study, it begins by explaining internal factors and

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external factors in which there are strengths, weaknesses, opportunities and threats. Followed by the use of the SWOT matrix so as to find alternative strategies or plans. The strategies resulting from the SWOT matrix analysis (Table 8) for alternative strategies that can be carried out at the Museum Timah Indonesia are as follows.

S-O Strategy

1. Utilizing the Diversity of Collections and Technological Advancements

The development of the Indonesia Tin Museum's virtual application and website aims to expand accessibility and attract visitors' interest in tin history. The first step begins with researching the needs of users and the necessary technologies, which results in the planning of features such as virtual tours and interactive collection information using 3D and Augmented Reality (AR) technology. The next stage is the digitization of the collection, which includes inventory, photography, and 3D scanning of specific objects. This digital content is complemented by descriptions, history, and video tours guided by curators or historians, providing a deeper insight into the museum's collection.

The promotion and launch of the platform is carried out with marketing strategies through social media, blogs, and email marketing. Official launch events, both online and offline, will be held with special offers to attract users' interest. Interaction features such as comments, discussions, and Q&As with curators are included to increase user engagement, accompanied by webinars and live streaming sessions on specific collections. User feedback is collected through surveys and suggestion forms for platform improvements. Updates and follow-up developments are carried out on a regular basis, adapting to feedback and technological developments. In addition, collaborations with other museums or educational institutions are being explored to enrich content and explore exploration on other platforms such as Virtual Reality (VR). With this strategy, the Museum Timah Indonesia is expected to be able to utilize technology to increase public accessibility, interest, and concern for tin history.

2. Using Quality of Service to Support Government Policy

The Museum Timah Indonesia focuses on improving the quality of services and supporting government policies in education and culture. This effort begins with an internal audit to assess current services and gather visitor feedback. Based on the results of the audit, the museum will hold periodic training for employees, covering service, communication, and knowledge of tin history, as well as encouraging them to take part in recognized service and hospitality certifications. The museum will also coordinate with relevant government agencies to support educational and cultural programs. This includes submitting cooperation proposals to obtain financial and non-financial support. For education, the museum will develop interactive programs according to the national curriculum, including scheduled school tours with special facilities and guides for students.

The development of supporting facilities is also a priority, such as improving exhibition

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spaces, adding children's play areas, and providing facilities for visitors with disabilities. The museum will add a cozy rest area, a souvenir shop, and a café with friendly service. The promotion of services will be carried out through social media, museum websites, and mass media, with an emphasis on service quality and educational programs. Service evaluation and improvement will be carried out periodically through visitor satisfaction surveys. The museum will set up an evaluation team to monitor and improve the quality of services based on feedback. With this program, the Museum Timah Indonesia strives to improve the quality of service, support government policies, and increase satisfaction and the number of visitors.

S-T Strategy

1. Improving Advertising to Address Economic Conditions

The Timah Indonesia Museum plans to increase advertising to address challenging economic conditions through a structured and effective work program. The first step is to identify the right target audience through market research to find out the most potential segments. Based on the results of this research, the museum will develop a more targeted marketing strategy to reach this audience. The museum will also strengthen its digital presence by optimizing the use of social media, official websites, and online advertising platforms such as Google Ads and Facebook Ads. Engaging and relevant content, such as tin history stories, virtual tour videos, and visitor testimonials, will be produced regularly to increase public engagement and interest. In addition, the museum will collaborate with local influencers and bloggers to increase visibility and attract more visitors.

To attract visitors, the museum will hold special promotions and discounts during certain periods, such as cheaper ticket prices on certain days or family packages with special prices. The museum also plans to hold temporary events or exhibitions in collaboration with local artists or communities, in order to create a unique and interesting experience for visitors. As part of its advertising strategy, the museum will work closely with local and national mass media to obtain news coverage and articles about its activities and programs. Advertisements on radio, television, and local newspapers will also be used to expand marketing reach.

Periodic evaluations of the effectiveness of advertising strategies will be carried out using digital analytics tools, so that museums can monitor campaign performance and make necessary adjustments. With this program, the Museum Timah Indonesia is expected to increase advertising effectively to face challenging economic conditions and still attract visitors.

2. Utilizing Employee Attitudes in Facing Social Change

The Tin Museum of Indonesia is committed to leveraging the positive attitude of employees in facing social change through work programs that focus on skill development and adaptability. First, the museum will hold regular training for employees that includes interpersonal skills, effective communication, and an understanding of social change. Topics such as inclusion, cultural diversity, and service to visitors from diverse backgrounds will be an

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important part of this training. In order to maintain the relevance of the museum to the evolving social trends, the museum will establish a special team tasked with monitoring social trends and cultural values in society. The team will provide recommendations on how the museum can tailor its programs and services to keep it interesting for visitors. For example, museums can hold exhibitions or events that raise current social issues or collaborate with local communities to create more inclusive and diverse experiences.

In addition, the museum will encourage employees to be actively involved in communities and social activities outside the museum, such as through volunteer programs or participation in local events. This engagement will increase employees' understanding of social change and strengthen the museum's relationship with the community. The museum also ensures that employees feel heard and valued by providing open communication channels, such as discussion forums or suggestion boxes. This will allow employees to share ideas and input on how museums can be more responsive to social change. To motivate employees, the museum will implement an award and recognition program for those who demonstrate adaptability and innovation in service. This program is expected to encourage employees to continue to grow and make a positive contribution to the work environment and society.

W-O Strategy

1. Developing Personal Selling Through Technological Advancements

The Museum Timah Indonesia develops a digital-based personal selling strategy to increase interaction with potential visitors and promote the unique experiences offered. First, the museum will update its official website to be interactive and responsive, providing complete information as well as online reservation features. Social media will be used to share interesting content such as virtual tour videos, visitor stories, and curator testimonials, as well as a platform for direct interaction with potential visitors.

The museum will also implement a targeted email marketing strategy, sending out periodic newsletters about upcoming events, special promotions, and collection updates. The content of the email will be customized according to the interests of registered visitors. In addition, the museum collaborates with online travel platforms to market special tour packages and admission tickets with discounted offers that are only available online. The performance of this strategy will be monitored and evaluated periodically using analytics data to track visits, online reservation conversions, and visitor feedback, allowing the museum to continue to refine its approach.

2. Increasing Local Community Engagement with Government Policy Support

The Museum Timah Indonesia plans to strengthen relationships with local communities through various collaborative initiatives. First, the museum will set up a forum or discussion group with representatives of the local community to listen to their aspirations and needs. This will help the museum identify collaborative projects that can benefit both parties. The museum

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will also hold educational and training programs on tin history and local culture designed for students, communities, and community groups. This program will be adjusted to the educational curriculum and involve community representatives as resource persons or guides.

In addition, the museum will actively attend community events such as local festivals or citizen gatherings to build closer relationships with the community. The museum also plans to hold special exhibitions or events featuring local art and culture, as well as invite local artists and cultural figures to participate. The museum will form partnerships with educational institutions, non-profit organizations, and local social initiatives to expand networks and gain support. This collaboration will utilize existing resources to support and promote museum activities to the wider community. Finally, the museum will utilize digital platforms and social media to communicate activities and programs in an open and transparent manner, including disseminating information about events, project updates, and community participation opportunities.

W-T Strategy

1. Improving Physical Facilities to Address Economic Conditions and Cultural Values

The Museum Timah Indonesia will conduct a thorough evaluation of the condition of the physical facilities, identifying areas that need urgent repairs such as buildings, exhibition halls, toilets, and other public areas. Based on this evaluation, the museum will draw up short-term and long-term renovation plans, setting priorities based on urgency and available budget. This renovation includes structural improvements, improved exhibition room layout for a better visitor experience, and the addition of accessibility facilities for visitors with disabilities. To support renovation plans, the museum will seek additional sources of funding through sponsorships, donors, or grant programs from governments or non-profit organizations that have an interest in education and historic preservation. It involves drafting a comprehensive and compelling proposal to gain support.

The museum will also consider improving governance and operational efficiency, including better financial management and cost-effective procurement of facilities. This move aims to reduce operational costs and improve the use of existing resources. In addition, the museum will ensure open communication with the public regarding renovation plans and the progress of the project. Feedback from visitors and local stakeholders will be considered to ensure that the changes made are in line with their needs and expectations.

2. Improving Safety Procedures to Address Social Changes and Cultural Values

The Museum Timah Indonesia will conduct a thorough security audit to identify weak points and improve the physical security system, including securing doors, windows, and collection storage areas. To strengthen surveillance, the museum will introduce modern security technologies such as CCTV with wide coverage, motion sensors, and alarm systems connected to the security control center. This technology will be used for early detection of unwanted

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events and effectively monitor visitor traffic. The museum will also hold regular training for staff on safety procedures, response in emergency situations, and inappropriate handling of visitors. This training aims to increase the vigilance and readiness of staff in dealing with potential threats as well as ensure the protection of collections and the safety of visitors.

Cooperation with local security authorities and relevant agencies will be strengthened to obtain the latest intelligence information on potential threats and best practices in improving public safety. This collaboration will also help the museum in dealing with social changes and cultural values that affect the surrounding environment. Periodic evaluations of the security systems in place will be conducted, including regular reviews of policies and procedures, as well as simulated tests to test staff responses in emergency situations. Feedback from visitors will also be considered to assess their level of satisfaction with the security provided by the museum.

CONCLUSION

The Museum Timah Indonesiain Pangkalpinang has experienced positive developments despite declining visits in 2023. Visitors to the museum are diverse, including students, students, history and geology enthusiasts, as well as business travelers, with the majority of generations Z and Y and 60% coming from the archipelago. The museum offers educational attractions such as historical exhibition halls, underground mine replicas, and art galleries, as well as amenities such as a gift shop, parking, meeting rooms, and security systems. In the analysis of internal factors, the museum's strengths include the diversity of the collection, the quality of service, and the exemption of the ticket levy, but the weaknesses are in personal selling, local community involvement, physical facilities, and security procedures. External analysis using PESTEL shows opportunities in government policies and technological developments, as well as threats from economic conditions and social changes. The proposed strategy includes leveraging collections and technology, increasing personal selling and local community engagement, and improving physical and security facilities to meet economic and social challenges.

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